GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3462
ANSWERED ON:07.12.2016
Prime Time Slot
Ashok Kumar Shri K.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Prasar Bharati will auction prime time slots on its national channel Doordarshan under a new policy;

(b) if so, the details thereof;

(c) whether the Government is considering coming out with a new policy called slot sale; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)
(a) to (d): Prasar Bharati has informed that DD has formulated a New Content Acquisition Scheme to allot slots on the prime time of DD National Network to outsource entertainment programmes from experienced production houses. A total number of 09 Slots on Prime Time of DD National have been made available.

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